



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

NOVEMBER/DECEMBER 1991

"GUIDELINES FOR GLOBAL EXPANSION"

PART II

"We as manufacturers must...seek out new markets if we are to survive...there is a growing market beyond our shores."

Norman Fryman
Greif Companies
(speaker at AAMA)

In this second part of our two-part series "Guidelines for Global Expansion," (based on the recent American Apparel Manufacturers Marketing Committee meeting), representatives of Brooks Brothers and Glen Oaks Industries relate their views and experiences in pursuing global expansion.

William Roberti, president and CEO, of Brooks Brothers, who currently has 37 outlets in Japan, believes strongly in keeping control of your product. "Our business (in Japan)

continues to trend up very well. The Japanese operation has its own management team, its own merchandising staff, and we actually control the look and feel of the product in those stores." To this end, much of the merchandise is exported from the U.S.

This same "hands-on" marketing approach was used successfully in their expansion into Europe. The European expansion, Roberti explains, was in direct response to demand

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THE INSIDE SCOOP

Setting the stage for intimate fashions in the '90s are increased body awareness, the health and fitness craze, and being able to relax in comfort in the home or out. These constitute the major consumer trends having a real impact on intimate apparel. The boundaries separating lingerie from RTW have become increasingly blurred and the recent N.Y. designer RTW shows only served to strengthen this fact.

Body shapers are one of the important Spring directions—in everything from bodyslips to control top pantyhose. Elastic yarns are an excellent way to make dreams of the perfect figure a reality. Some of the best looks include HUE's lace edged

body shaper bike shorts in bright azalea or turquoise, and EVAN-PICONE's black nylon/spandex power slip. Too sexy to hide is the black and gold print underwire bodyslip at EXCLUSIVELY YOURS BY SUBTRACT. KRIS KEITHAN DESIGN devotes a whole collection to body shapers in cotton/Lycra. Her KKD & THE SMOOTHETTES division combines casual styling with '90s fit and stretch. Best of the group are her V-wire slip dress, off the shoulder camisole, and boxer shorts. All come in black, white and brights.

Transparency is a "sheer" thing for Spring '92. Women can go as bare as they dare. The options are many, from slightly suggestive veiled looks to all out sexy peek-a-boo sheers.

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FERNANDO SANCHEZ

from international travelers shopping at their Madison Avenue store. Their need to expand was even further brought home by a fortunate happenstance which was the catalyst for what is now Brooks Brothers Italia. Mr. Roberti relates how, on a visit to Italy last year, he saw a shop sign advertising Brooks Brothers shirts. Curious, since the company had no distribution in Europe at the time, he investigated. He found that the shirts were purchased from the U.S. store at retail (up to 100 at a time), and were brought to Italy to be sold at 176,000 lira (\$140) each. Shortly after this, a distribution arrangement was made between the company and Stefano Ricci in Italy, resulting in Brooks Brothers Italia, which premiered this Summer at the Italian trade show, Pitti Uomo. The Pitti Uomo launch was a phenomenal success, with first sitting orders for 35,000 dress shirts. The company now has 80 retail accounts in Italy.

However, Roberti cautions that their success was firmly rooted in good planning and follow-through. He advises any company considering overseas expansion to consider that "global strategy requires an attitude and an approach by management that needs to be developed over time." He believes that presentation is key. "We've actually prepared a package that...when we sell them our goods," Mr. Roberti explains, "we talk about fixturing, about approach, even about how you open up the shop."

Joe Trapani, executive vice-president of Glen Oaks Industries, a mid-size domestic manufacturer of men's slacks (\$50 million in annual sales), also believes firmly in the need for the U.S. manufacturer to systematically pursue global expansion. "As a small company, we're being forced to look outwardly," said Trapani. "Unfortunately, the U.S. apparel industry is not pro-active in developing foreign markets before we need them." Secondly, he points out, there is a perception of the U.S. apparel maker as producing goods that are inferior to the Japanese, Italian, and Canadian. In order to

rectify what he feels are major obstacles, he suggests that the American Apparel Manufacturers Association act as a catalyst to make the American presence felt in the emerging global markets. He urges manufacturers to develop an American exhibit at one of the upcoming major European trade shows—not only attending the show, but undertaking a strong advertising and PR campaign to demonstrate a major visible presence in Europe. This he proposes could be funded by the AAMA and member companies. It is his view, and a view shared by many

manufacturers, that Americans can effectively compete in terms of price, quality, and marketing, as well as offering the product innovation that gives the U.S. an edge in world markets. He states, "the U.S. maker is not bound by the parameters of the Italian suit maker who's been doing it for centuries and cannot change because tradition doesn't allow change. We have a visionary type of market approach to business in this country. We can look at things from the viewpoint of a younger country...and that perspective gives us a decided advantage in those markets!"

"Global strategy requires an attitude and an approach by management that needs to be developed over time."

*William Roberti
Brooks Brothers*

"We have a visionary type of market approach to business in this country. We can look at things from the viewpoint of a younger country. . .and that prospective gives us a decided advantage."

*Joe Trapani
Glen Oaks Industries*

The Inside Scoop continued

Racy best describes COSABELLA's "Tattoo" print sheer stretch tulle bodysuit, as well as LADY LYNNE's nylon/Lycra power slip with see-through chiffon bodice in ivory, white, or black from the GUY LAROCHE division. This is minimal dressing for maximum impact! ON GOSSAMER shows subtle transparency with an iridescent wrap bustier (in orange, fuchsia, or periwinkle), presenting a delightful alternative to blouses under dinner suits. Perhaps one of the most versatile items belongs to HANKY PANKY. Their cotton/Lycra applique detailed bodysuit features a sheer mesh yoke and long sleeves. A little see-through goes a long way here.

Lace, in stretch or wovens, is proving to be a hot ticket for intimate apparel. At NATORI, a signature stretch lace bra chemise is trimmed with a delicate chiffon applique at the midriff. Bright tri-colored stretch

lace leotards and rompers sinuously cling to every curve at FERNANDO SANCHEZ. These are worn under African printed "puff" jackets or kimonos for elegant lounging. JEZEBEL shows a sexy underwire push-up bra (with removable pads) and matching high cut bikini in black or white allover stretch lace. Stretch also turns up in UNDERCOVER IMPORTS lovely cap sleeved underwire teddy, deliciously colored in cantaloupe, pink, or Parma violet. It's detailed with a deep keyhole back for added allure. In OUTRAGEOUS FORTUNE's "Miranda" group, ivory silk charmeuse flowing pajamas are combined with pale aqua chiffon cap sleeves and fine cross-dyed lace.

Prints and patterns run the gamut for Spring, from hothouse flowers to checks, dots and stripes. Denim is in the running for fabric of the year, and is often combined with eyelet or gingham for a real down-home touch

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COLOR/FABRICS FALL/WINTER '92

PART I - "THE GAME OF COLORS"

"It's color," according to Bernard Dupasquier, organizer of Premiere Vision, the prestigious European textile trade show, "that pushes a consumer to a purchasing decision." The "Game of Colors" for Fall/Winter '92 defined by the European Concertation Group for Premiere Vision, is divided between "two pivotal moods, giving equal importance to the neutral shades and to the colored scale."

The largest group is the neutrals, with twelve shades called "Simple." The range goes from winter white to brown, inspired by the "simplicity of nature," and gray, "borrowed from the city environment." Two colors called "vert de gris," a greenish gray shade, and "verglas," its paler counterpart, are much touted. These cool colors are excellent backdrops for some of the hot bright accents.

"Androgynous colors are exceptionally deep tones of mahogany, bottle green, red cabbage, midnight blue, plum, ash (a gray so dark it almost looks black), and lacquer (a dark browned red).

"Playful" is a group of soft, fruity, slightly whitened colors, described as "naive." Here turquoise is a stand-out. Others in this range include ocher (a mustardy yellow), orange, pistachio (a leafy yellowed green), amethyst, chestnut brown, and a color called blue gray (a lively mid-cast blue).

"Joker" is a range of very intense brights intended to be used as accents. Heart (a clear bright red), star (a sunny yellow), shamrock green, and violet are suggested to spark up darks and neutrals.

The "Color Game" is a "play" of color—neutrals with color, contrasts

of warm and cold shades, monochromatic ranges, multi-colored effects, and balances of lights and darks. In women's wear, at the end of the third day, it was reported that the grays and ivory were the best sellers, with red, lacquer, and orange strong in the warm ranges. In conversation with many fabric companies, it was noted that the American market did show greater interest in livelier shades and combinations.

FABRICS FALL '92 NEXT ISSUE

The Inside Scoop continued

of Americana. KATHY ARTHUN adds red and white gingham checked spaghetti straps, buttons, and piping to her faded blue denim bustier and thong; while LUCINE ALMAS trims a red and white gingham bra and boxer in crisp white eyelet. HUE STREETWEAR offers a choice of leggings and bike shorts in denim, gingham, or dots. A pink/white cotton checked romper is nicely detailed with a row of buttons down the front at ADRIENNE VITTADINI AT HOME. At BETTY WEAR, soft pastel patchwork cotton adds charm to a classic tailored day or night shirt. In a brighter vein is the "Bird of Paradise" print, which is splashed across the wrap of a coordinating sleep set and matching terry slippers at SUSAN DUNN INTIMATES. Bright red shorts are topped off with a floral trapeze top at VALERIE FITZGERALD. At BAMBOO, pink flowers pop on a sunny yellow background in the "Marbella" group.

Great looking on the crop top and shorts in cotton/Lycra. Delicate Impressionistic flowers are strewn across a tulip underwire demi-bra and flutter panty at LIGNE RIEN. It's colored in ivory/pink on a black ground chiffon.

Stripes are offering a fresh breeze in woven or knit garments. Some of the best looks: RALPH LAUREN's boldly striped short cotton robe in yellow/green/blue/orange, LA GIOCONDA's pink or navy and white horizontally striped hooded knit sweatshirt and placked front bodysuit, KINNAIRD's novel garment dyed chenille fanny wrap in peach or mint with narrow black striping, and CALIDA's easy man tailored cotton interlock pajamas, in bold navy/white stripes.

The shirt, offered in a variety of fabrics and styles, is a very important

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KATHY ARTHUN

STEP LIGHTLY

In spite of a difficult market, women can expect to find fashion, quality, and value in shoes at all price levels for Spring '92. Style and comfort are going hand in hand, offering a multitude of fashionable options from which to choose. All heel heights can be found, from flats (with or without bottoms), to gracefully high and slender heels, and curvy mid-height "Louis" heels. For the young cutting edge customer, '40s and '60s inspired peep toes and platforms are available. This look is most notably in evidence at GIRAUDON, where a complete range of funky retro styled shoes are updated in offbeat shades (in nubuck or softest leather). The dusty peach slingback on a low platform is a stylish choice for any age.

Color and texture is definitely key—think woven, braided, or latticework leathers and fabrics in a variety of colors. Tarnished and bright metallics are on their own or combined with clear brights or neutral tones. At NICKELS, gold leather slingbacks, set on a low sculpted heel, have an intricately woven vamp. This is a perfect example of a shoe that works both day and night. At CHINESE LAUNDRY, an easy slide is offered in a "cracked glass" or "shining petrol" finish, in shades of silver, gold, copper, bronze, or metal. This sleek and ubiquitous shape is a definite must have for Spring into Summer wear.

Designers everywhere are having fun with fabrics. Satin, shantung, grosgrain, faille, draped chiffons, canvas, and organza are all meant to be worn day and night. Color adds the final finish, setting the mood—casual, sophisticated, ethnic. VITTORIO RICCI STUDIO's bright silk and metallic slingback flats and SOLELY OURS pastel gingham check ballerinas add a fashion forward touch to casual shoes. VANESSA NOEL shows a real evening dazzler, a ribbed fuchsia ottoman

high heel slide with rhinestone buckle. Guaranteed to turn heads is the seasonless stocking shoe by Else Anita of JUNGLE SHOES. For work or play, it's the ultimate show stopper! These high or mid-heel fabric shoes can be worn as a thigh high boot, an ankle shoe, or crushed to any length in between. Striking a perfect balance between comfort and sophistication is STUDIO PAOLO's variation on the mule. Here it's done in bright taffeta for Spring.

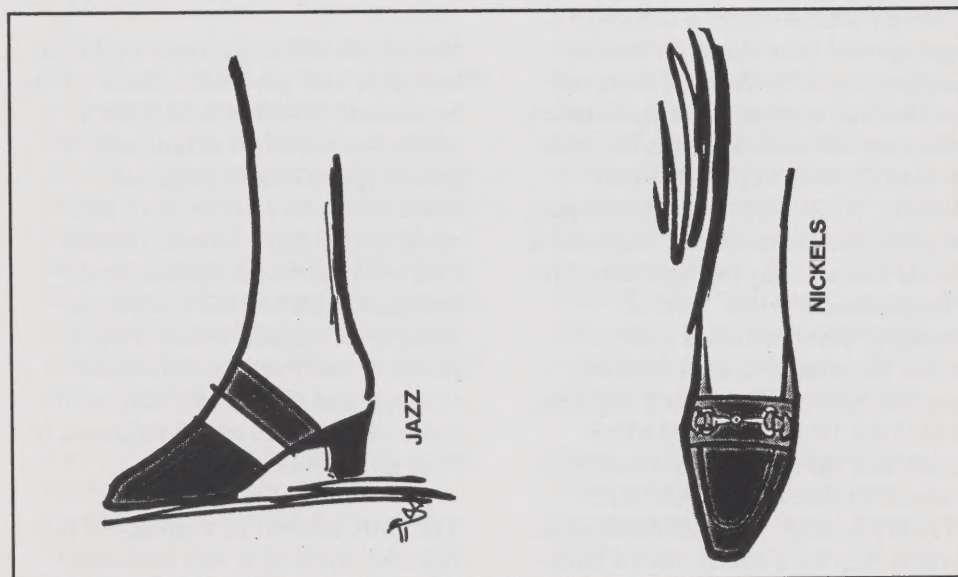
Day or night, footwear is streamlined, delicate, and opened up. Steadily gaining acceptance with the more conservative customer is the choked pump with a graceful oval or squared off tip, beautiful in shiny patent for Spring. Sandals, slings, vinyl inserts, and open toes provide a more naked illusion, while cutwork and perforations add a feminine touch. At IMPO, airy mesh ballerinas and slings come in a full spectrum of colors. Their raffia straw flats in brights or neutral shades are the epitome of casual sophistication.

In dressy and tailored shoes, femininity is all important. Openings, and straps of all types appear. Colorful suede and nubuck is making a year-round statement in the market. Ornamentation is available

in novelty bows, cut-outs, stitching, small metal detailing, fabric/leather combos, and texture mixes. Soft nappas are seen everywhere. Color is a given, and the bright shoe has become an extension of RTW.

Women have accepted fashion colors as part of a complete footwear wardrobe; although, for the conservative customer, there are still earthy neutrals, darks, and classics for Spring. AMALFI strikes a perfect balance between classic and high fashion styling with a tailored white luster calf sling back, stamped at the tip and heel in brown "gator." Color blocked suedes in strappy slingbacks and slides are noteworthy in JAZZ's sparkling collection. Two of the sexiest—the bright fuchsia/gold/red slingback on a high set back heel, and the graceful mid-heel slide in turquoise/lime/red. BANDOLINO COLLECTION offers a classic choked throat pump in a full spectrum of sunny brights patents, as well as more subtle shades of luster calf. The important fashion color here is lavender. At MARAOLO, the palette is dominated by pretty pastels such as aqua, fuchsia, and pink. Setting the tone here are higher heels, and a more open feeling, accomplished either with high throats, perforated materials, or weaves. HIRICA, continues their best selling French ballet flat in an incredible array of colors, from the softest coral, to the sharpest acid green, plus every color in between.

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The Inside Scoop continued

element of Spring dressing. For sleeping, lounging, or stepping out in style, the shirt offers maximum fashion with minimum fuss. At UNDER CONSTRUCTION, a classic man's sleepshirt turns up in a decidedly feminine pink daisy print rayon. VALENTINO INTIMO offers a romantic white cotton dotted jacquard shirt with smocking detailing at the shoulders. ONLY HEARTS re-embroiders a white nylon net shirt and adds matching shorts; while TREESHA prints her oversized silk charmeuse nightshirt in a pastel Art Nouveau floral. Sheer enough to reveal what's underneath is NATORI's cream satin organdy leaf appliqued pj. The big shirt goes over rayon faille pants. For the ultimate in nonchalance, nothing holds a candle to FERNANDO SANCHEZ's elegant gold organza pull-on shirt. It's worn with walk shorts in putty colored African printed cotton.



Step Lightly continued

For strictly informal wear, updated casuals say it all. Brightly colored gym shoes, loafers, and variations on the western boot and espadrille abound. VIA SPIGA shows a stylized western flat in white leather with scrollwork detailing—great for jeans as well as shorts. AMALFI's soft handsewn pink Lucca calf flat offers a suggestion of the espadrille in its elegant silhouette. The moccasin gets reworked for Spring in splendid colors and materials. The best example is NICKEL's interpretation of the classic "Guicci" loafer in softest pastel suede, set off by a narrow silver bit across the throat. Sandals, for town and country, have also become a very important category, and thongs in particular continue to gain popularity with variations seen in many collections.



DESIGNER FOCUS...

JENNIFER JOANOU

Jennifer Joanou, after working on a customized level and also designing clothes for a wholesaler, felt that there was something missing in this either/or concept. Consequently, in 1988, she combined them with retailing when the doors opened at her store/atelier in Los Angeles. Offering clients strong silhouettes that emphasize and flatter the female form (in a variety of colors and fabrics), the design is selected by her clients and then custom tailored without charge. She describes her custom-made/off-the-rack concept as "nouvelle couture." In concert with "nouvelle couture," her collections are also sold on a wholesale basis and featured in other stores.

In her Spring collection, Jennifer Joanou is inspired by the '40s and '50s styles of Schiaparelli, Norell and Dior. The easy to wear soft and feminine silhouettes are made memorable by the meticulous tailoring and fine detail. The latter is emphasized throughout, with contrast trimmings and appliques on cotton satin with Lycra, gingham, matte jersey, and cotton shirting, which comprise a group of separates (in black, white, red, blue), made to be mixed and matched. A second group combines cotton Venice lace, denim, and matte jersey in chocolate brown, seafoam, white, and black. From the first group comes a tailored suit with a youthful spirit, in black cotton sateen (2% Lycra), its single-breasted notched jacket accented at the collar, hem, and cuffs with a tiny red and white gingham trim. It tops a simple short dirndl skirt. Another sleek-lined suit in white cotton sateen/Lycra incorporates blue and white gingham appliques on its high closing jacket. This is teamed with a simple matching pencil skirt. Very '50s and very Audrey Hepburn is the ingenue-like fitted cotton sateen/



Lycra jacket, with curved hem and short puffed sleeves, topping svelte black capris in the same fabrication. The second group includes a short sleeve empire dress in a seafoam matte jersey, and a chocolate denim suit comprising single breasted ultra-fitted vest, slim skirt, and a mocha jersey shirt. Also featured is an ensemble consisting of a simple collarless vest (to the waist) over a pencil skirt, both in white lace, worn with a seafoam jersey long sleeve shirt. Lace also creates a delicate accent on the cuffs of a short, fitted black denim jacket with matching slim skirt.

Wholesale: \$145 - \$250
156 North La Brea
Los Angeles, CA 90036
(213) 937-3693

THE YAELE COLLECTION

Prior to launching her new collection, The Yaelle Collection for Evening, this Israeli designer utilized only handpainted fabrics for her creations. For Spring however, all her evening-wear is featured in silk, French lace, and rayon matte jersey. "Yaelle has a refreshing view of the world," comments Arlene Bender, president of the company. "These are clothes for the woman who feels sure of herself...the styles span an age range that

goes from prom to the 70 year old." She adds, "the concept of the collection is to offer a lot of value with an expensive look, and that's what we have achieved."

Colorations run the gamut from black, white, royal, pink, jade, sapphire, citron, and peony to platinum and gold in solids and polka dots. A floral gold brocade is also used in a dramatic airy evening coat that makes a perfect foil for a slip of a tank dress in black jersey, inset with gold mesh panels on either side. The evening coat can also top a citron, single strap matte jersey empire dress. A fit'n flare dress in pink satin incorporates a contrasting black lace empire bodice with keyhole front. The same black lace forms triangular inserts on another pink satin fit'n flare short sleeve dress punctuated with crystal buttons at the waist. Still in the short mode, a ballerina-like

THE YAELE COLLECTION



dress with black laced bustier flows out to a froth of pink organza, and a gold/white dress fairly twinkles through a long gold studded tulle opera coat. Also combining two lengths is a peony matte jersey empire dress overlayed with a longer tier of black tulle. In a ballerina length, silk chiffon multi-colored layers flow from a parrot green bodice with sculptured neckline, in lace over flesh-colored silk; while a mid-calf length platinum gown, with lace halter bodice, features an elegant satin tulip skirt. A real "entrance-maker" is the golden gown with swirling tulle skirt, lace long sleeved bodice, and seriously plunging neckline (almost to the navel), accented at the waist with an enormous bow.

Wholesale: \$235 - \$590
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INTERNATIONAL DATELINE. . .

JAN. 1 **FRANKFURT**
HEIMTEXTIL (Household Fabrics)

JAN. 4-7 **NEW YORK**
INT'L FASHION & BOUTIQUE SHOW

JAN. 9-12 **FLORENCE**
PITTI IMMAGINE UOMO (Menswear)

JAN. 10-14 **PARIS-NORD**
BIJORHCA (Costume Jewelry)

JAN. 11-14 **SAN FRANCISCO**
SUMMER/TRANSITION
(Women/Children's)

JAN. 12-14 **NEW YORK**
FAE (Fashion Accessories Expo)

JAN. 12-14 **NEW YORK**
ACCESSORIE CIRCUIT (Spring '92)

JAN. 12-14 **NEW YORK**
NAMSB (Nat'l Assoc. of
Men's & Boy's Sportswear Buyers)

JAN. 12-15 **NEW YORK**
INTERNATIONAL KIDS SHOW

JAN. 12-15 **NEW YORK**
NAT'L RETAIL FEDERATION

JAN. 13 **MILAN**
COLLEZIONI UOMO
(Men's Collections/Runways Shows)

JAN. 13-17 **NEW YORK**
NEW YORK RTW MARKET
(Summer/Transition)

JAN. 13-17 **NEW YORK**
NEW YORK ACCESSORY MARKET
(Summer)

JAN. 13-16 **HONG KONG**
FASHION WEEK '92

JAN. 14-16 **NEW YORK**
INPRINTS NY
(Spring '93 Textile Print Collection)

JAN. 14-15 **COLOGNE**
INT'L FASHION TREND SHOW

JAN. 15-18 **LOS ANGELES**
MFA (Men's Spring/Summer)

JAN. 17-21 **LOS ANGELES**
SUMMER/TRANSITION
(Women's/Children's)

JAN. 17-19 **FLORENCE**
PITTI IMMAGINE BIMBO
(Childrenswear)

JAN. 17-19 **FLORENCE**
PITTI IMMAGINE TEENAGER
(Young Men's & Womens RTW)

JAN. 17-21 **MADRID**
BISUTEX (Costume Jewelry)

JAN. 18-21 **DALLAS**
FALL MARKET (Men's/Boy's)

JAN. 18-22 **CHICAGO**
SUMMER/TRANSITION
(Women's/Children's)

JAN. 18-21 **BARCELONA**
PIELESPIANA
(Leather/Leatherwear)

JAN. 19-21 **NEW YORK**
UOMO MODA
(Menswear from Italy - Fall '92)

JAN. 19-21 **NEW YORK**
THE EXCLUSIVE
(Tailored Menswear/Outerwear)

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